

# Social Media as a Marketing Tool for Gateway Antarctica



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## Executive Summary

Currently New Zealanders under the age of 35 years don't know much about Antarctic issues or how Antarctica and the Southern Ocean affect them. One reason for this is that they do not know enough information about the Antarctic and cannot see how it is relevant in their lives.

Gateway Antarctica is the centre for Antarctic studies and research at the University of Canterbury. It leads the world in Antarctic and Southern Ocean research across a range of disciplines as well as providing world class courses and graduate programmes. However most of the students at the University of Canterbury are unaware of them and what they can offer.

In order to try and rectify this I have been asked to look into how social media can be used to help educate New Zealanders on Antarctic issues and to create relevant accounts on some of these sites. Along with this, create ways to promote Gateway Antarctica and the PCAS course to University of Canterbury students.

Highlights of the 2011 New Zealand World Internet Project (Griffin, Kiwis more connected than ever, 2012)

- Use of the Internet in New Zealand has continued to rise reaching 86 per cent in 2011, up from 79 per cent in 2007 and 83 per cent in 2009
- 69% of respondents rated the Internet as an important source of information ahead of television, newspapers, radio and other people.
- 58% of New Zealanders feel the Internet is important or very important in their everyday lives
- 59% surf the web daily
- Māori, Pasifika and Asian ethnicities are more likely to 'make friends' online than NZ Europeans
- 64 % of Internet users say they belong to a Social Networking Site (SNS)
- More females (68% of those that use the Internet) use Social Networking Sites than males (59%)

- SNS membership is highly stratified by age, attracting 87% of under-30s but only 34% of over-60s
- Of those with a SNS membership, 96% say Facebook is the site they use the most.

(Griffin, Kiwis more connected than ever, 2012) (Griffin, The Digital Revolution, 2012)

A Facebook and Twitter account have been set up under the name of Gateway Antarctica. Both accounts are gaining followers and are starting to send news items and interesting bits of information to the public, in the hope of raising the education level of New Zealanders on Antarctic issues.

Facebook is a social networking service and website. As of February 2012, Facebook has more than 845 million active users. (Facebook, 2012) People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them. On the Gateway Antarctica page you can find out organisation information, its mission and the PCAS course. There are also a set of photos of PCAS 14's trip to Antarctica and a regular set of postings of relevant and interesting new items.

I paid \$30 for Facebook advertising. This means that on the side of some people's Facebook page a little ad appears and invites them to find out more, an example of the advert on the side of someone's page is below. The advert has 25,220 targeted users: who live in New Zealand, between the ages of 18 and 35 inclusive, who like #Antarctica, #Snow or #University, who are not already connected to Gateway Antarctica. During the first week of advertising there was a campaign reach of 5,617 people. They saw it at frequency of 4.9 times. The social reach is currently at 31. Gateway got 9 connections from these adverts. The advert also had 22 clicks. Currently Gateway Antarctica has 17 people who "like" them, but only 9 of these have come from the advert which means that another 8 people have found the page in other ways, either by searching for it or seeing that their friends have also liked it.

Twitter is a social networking and micro blogging service that enables its users to send and read text-based messages 140 characters in length, called "tweets", to

your friends, or "followers". (Inside CRM Editors) There are over 300 million users as of 2011. It has been described as "the SMS of the Internet." (Twitter Engineering, 2011) A Twitter account has been set up under the name Gateway Antarctica. With the aim of providing "Interesting, Fun, Facts and News Items relating to Antarctica and Gateway Antarctica based at the University of Canterbury". Photos and videos can also be uploaded here.

Several events around the University of Canterbury campus have also been planned. These aim to get students involved and interested in Antarctica and to let them know who Gateway Antarctica is.

With the help of Antarctica New Zealand a time trial around campus while dressed in ECW clothing or relay races of towing weighted sledges across C-Block lawn. Along with starting a student section of the New Zealand Antarctic Society. By joining with the Society it gives the students a chance to take part in the events held by the Society and events around Christchurch. It will let the students meet others who are interested in Antarctica and those working and researching Antarctic fields. The UCSA they are keen to have Gateway Antarctica to be a part of the Winterlude Festival, especially with the fashion show.

Gateway Antarctica can also attend job fairs these can be at High Schools and towns as well as Universities. The benefit of attending job fairs is to help those that don't know what they want to do and give them a new exciting option.

## 1.0 Introduction

Gateway Antarctica is the centre for Antarctic studies and research at the University of Canterbury. They are a leading the world in Antarctic research along with running world class tertiary courses. The Post Graduate Certificate in Antarctic Studies (PCAS) is run over Summer School and offers students the chance to learn about all aspects relating to Antarctica and the Southern Ocean. The course offers a trip to Antarctica, offering the students a well-rounded experience and to enable them to see upfront the effects and impacts of everything they have learned. There are also other postgraduate courses available. Most of the students at the University of Canterbury are unaware of them and what they can offer.

In order to try and rectify this I have been asked to look into how social media can be used to help educate New Zealanders on Antarctic issues and to create relevant accounts on some of these sites. Along with this, create ways to promote Gateway Antarctica and the PCAS course to University of Canterbury students.

## 2.0 Gateway Antarctica

Gateway Antarctica is the centre for Antarctic studies and research at the University of Canterbury. (Gateway Antarctica) The centre aims to contribute to increased understanding and more effective management of the Antarctic and the Southern Ocean. As a centre for research, Gateway Antarctica plays a leading role in the quest for knowledge in a diverse range of national and international Antarctic research projects. (University of Canterbury) This includes areas such as engineering in extreme environments, Antarctica as driver of (and responder to) climate change, connections between Antarctica and New Zealand, and human influences in and on Antarctica. (Gateway Antarctica)

Along with conducting research Gateway Antarctica runs world class tertiary courses. It provides 100 and 200 level undergraduate papers and has postgraduate offerings at every level. Postgraduate Certificate in Antarctic Studies (PCAS) is a fourteen week in-depth immersion in the frozen continent and surrounding seas. It includes a field trip to Antarctica. Postgraduate Diploma in Antarctic Studies (PGDipAntaStud) consists of one academic year for full time students. It is equivalent to Part 1 of the Masters of Antarctic Studies. Master of Antarctic Studies (MAntaStud) degree is a full-time two-year programme. It is designed so that its requirements can be completed by students who are based at other New Zealand universities. Doctor of Philosophy in Antarctic Studies (PhD) is an advanced course of study and research, which makes an original contribution to knowledge or understanding in the field of study. Gateway Antarctica also offers evening courses and public lectures. (Gateway Antarctica)

### 3.0 Colmar Brunton

Antarctica New Zealand commissioned Colmar Brunton to help them understand how the New Zealand public perceive government involvement in Antarctica – the level of importance they place on that involvement and their awareness of specific projects. (Colmar Brunton, 2011) They did this in both 2009 and 2011 and intend to continue with conducting this research every second year.

#### 3.1 2011

For 2011 1,002 online interviews were completed with New Zealanders aged 18 years or over, who were part of the Colmar Brunton OmniJet panel. Interviewing was conducted between the 20<sup>th</sup> to the 27<sup>th</sup> April 2011. Results are weighted by age, gender and household size to ensure they are nationally representative. The maximum margin of error for 1,002 interviews is +/- 3.1% (at the 95% confidence level).(Colmar Brunton, 2011)

#### 3.2 2009

For 2009 1000 individuals nationwide aged 18 years or over. The sample source was Colmar Brunton's Fly Buys panel, a panel of 130,000+ of Fly Buy participants who have opted in to take part in surveys. The survey was live from the 3<sup>rd</sup> June with interviews completed by 9<sup>th</sup> June 2009, with analysis done thereafter. (Colmar Brunton, 2009)

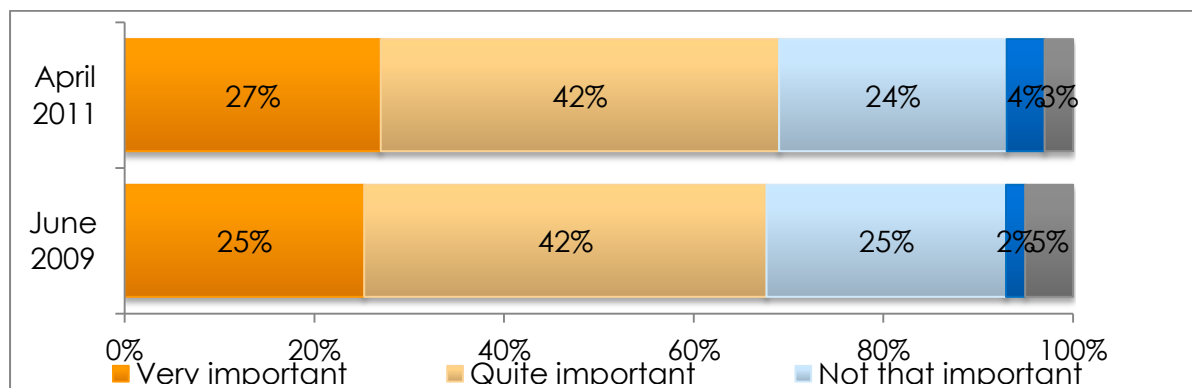
#### 3.3 Findings

The results from the 2011 survey found the following. Two out of three New Zealanders agree that Antarctica is important to them. A high number of New Zealanders see government involvement in Antarctica as important. This has increased slightly from 2009. Awareness of specific Antarctica New Zealand projects is varied. One half of New Zealanders recall media coverage of Antarctica in the last six months. People, who are aware of Antarctica New Zealand projects, or any media activity about Antarctica, are more likely to see Antarctica – and the government's involvement – as important. Protecting the environment in Antarctica is the most important role for the New Zealand Government. Younger New Zealanders



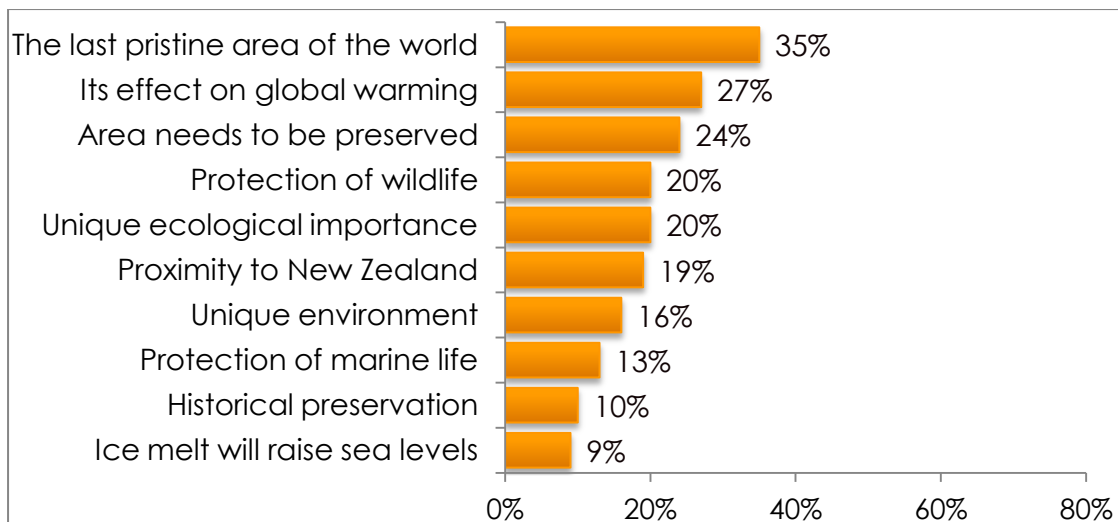
(under 34 years) are less likely to be aware of Antarctica in the media, and any Antarctica New Zealand projects. (Colmar Brunton, 2011)

There is very little difference in the results between 2009 and 2011. Younger New Zealanders are less likely to see Antarctica as important to them (61% of 18-34 year olds say it is very/quite important) than older New Zealanders (74% of 65+ years say it is very/quite important). (Colmar Brunton, 2011) The results are shown below.



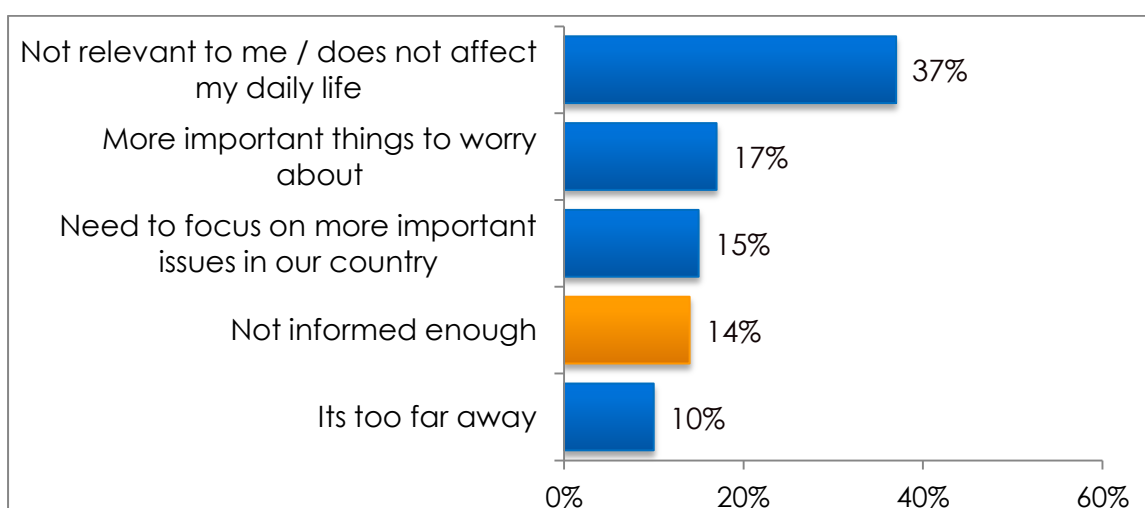
**Figure 1** New Zealanders view on the Importance of Antarctica to them, over 2009 and 2011.

Of those that thought that Antarctica was important there were varying reasons why. The most common reason was that it is the last pristine area of the world, followed by its effect on global warming. A few respondents were quoted as saying “The last bastion of supposedly pristine environment, with unusual animals and fish. The beauty of the place, and its wildness.”, “It is a pristine wilderness with huge benefits for educating us on the environment, sea life etc. Shows proof of global warming, warns us about ocean levels etc. It belongs to no one country and encourages global co-operation.” And “It seems it is showing changes to the planet more obviously than the rest of the populated world. It is a pristine area that has its own wildlife and needs to be protected.” (Colmar Brunton, 2011) These quotes show that some of New Zealand’s population does have a good understanding of Antarctic issues.



**Figure 2** Reasons as to why Antarctica is important to people.

There are also New Zealanders that don't think Antarctica is important as they think it is not relevant to them. There is also a large amount of people that admit they are just not informed enough. A couple of quotes from those interviewed shows this. "I have never been there and think it would be too expensive to go there. It's hard to make things important when you don't see them all the time.", and "I don't really understand the implications of the research or the area to NZ or myself. If I understood the impact and either the negative or positive aspects of NZ Government involvement and how that affects New Zealanders and me then I might feel it is more important." (Colmar Brunton, 2011)



**Figure 3** Reasons why people do not think that Antarctica is important.

From the above figures we can see that there is a large percentage of New Zealanders that do not think that Antarctica is important to them, and that the majority of these are those under 34 years of age. One problem with this is that these are the people who are starting to shape our country for the future and also those that we wish to get involved in many different aspects of Antarctica and Antarctic research. Now we need to find a way to do this.

## 4.0 Marketing

Marketing is the coordinated and integrated efforts of an organisation to satisfy relevant customer needs and, at the same time, achieve appropriate organisational goals. It is also a management process designed to create value for consumers so that long-term, mutually beneficial relationships can be built. Increasingly, marketing is asked to perform its function in a society responsible and ethical way. (Quester P., 2007) It is a process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organisational goals. (Philip Kotler, 2006)

### 4.1 Marketing Mix

The Marketing Mix consists of the controllable variables that a company puts together to satisfy its target market. It is useful to reduce all the variables in the marketing mix to four basic elements, referred to as the Four Ps' 1) Product 2) Place 3) Promotion and 4) Price. (Quester P., 2007)

#### 4.1.1 Product

A good or service aimed at satisfying some specific customer needs. (Quester P., 2007)

#### 4.1.2 Place

Making the right goods and services available in the right quantities and at the right locations, when customers want them. (Quester P., 2007)

#### 4.1.3 Promotion

Communicating information between sellers and potential buyers or others in the channel in order to influence behaviour. (Quester P., 2007)

#### 4.1.4 Price

What is charged for a good or service of value.

### 4.2 Target Market

The Target Market is a similar group of customers to whom a company wishes to appeal to. It is those that they will be tailoring their marketing to.

## 5.0 Internet and Social Media use in New Zealand

In a recent article in New Zealand's Listener they talked about "The Digital Revolution". In it they provide some statistics on how Kiwis use the internet. The New Zealand part of the World Internet Project is based on surveys of around 1250 Kiwis and is undertaken every two years. The latest results were released in December. (Griffin, Kiwis more connected than ever, 2012)

Highlights of the 2011 New Zealand World Internet Project (Griffin, Kiwis more connected than ever, 2012)

- Use of the Internet in New Zealand has continued to rise reaching 86 per cent in 2011, up from 79 per cent in 2007 and 83 per cent in 2009
- 69% of respondents rated the Internet as an important source of information ahead of television, newspapers, radio and other people.
- 58% of New Zealanders feel the Internet is important or very important in their everyday lives
- 40% of Internet users look up the definition of a word every week
- 59% surf the web daily
- Māori, Pasifika and Asian ethnicities are more likely to 'make friends' online than NZ Europeans
- 64 % of Internet users say they belong to a Social Networking Site (SNS)
- More females (68% of those that use the Internet) use Social Networking Sites than males (59%)
- SNS membership is highly stratified by age, attracting 87% of under-30s but only 34% of over-60s
- Of those with a SNS membership, 96% say Facebook is the site they use the most
- 72% of Internet users buy things online
- Almost half (48%) say they use the Internet to sell things
- 58% of Internet users log onto their Internet banking accounts at least once a week (Griffin, Kiwis more connected than ever, 2012) (Griffin, The Digital Revolution, 2012)

In the article it discusses the results from this survey with Andy Gibson, lead researcher on the New Zealand arm of the World Internet Project run out of AUT's Institute for Culture, Discourse and Communication. Gibson says that "86 per cent of New Zealanders are using the internet in some way and those that aren't, are of the older generation," Some of the rise in internet usage can be attributed to the fact that 27 percent of us now carry an internet-enabled smart phone around with us. (Griffin, Kiwis more connected than ever, 2012) The internet is now the information source of choice. As information gathering tool trumps other forms of media, such as television, radio and newspaper.

When it comes to social media, 64% of those surveyed used social networks. Within this the influence of Mark Zuckerberg and Facebook overshadows anything else with 94% of them being Facebook users.

Although Facebook is the most commonly used social networking site there are many different types of networking sites that all have different uses and attract a range of people and organisations. A detailed list of potential sites, what they are and what they can offer Gateway Antarctica is in the appendices.

## 6.0 Facebook

Facebook is a social networking service and website. As of February 2012, Facebook has more than 845 million active users. (Facebook, 2012) People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them. Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organised by workplace, school or college, or other characteristics, and categorise their friends into lists such as "People from Work" or "Close Friends". (Facebook, 2012)

### 6.1 Gateway Antarctica on Facebook

In order to try and educate young New Zealanders in Antarctic issues I have set up a page under the name Gateway Antarctica. The link to access this page is <http://www.facebook.com/Gateway.Antarctica>. On this page you can find out information on Gateway Antarctica, its mission and the PCAS course. There are also a set of photos of PCAS 14's trip to Antarctica and a regular set of postings of relevant and interesting new items. The following are some screen shots of what you can see on the page.

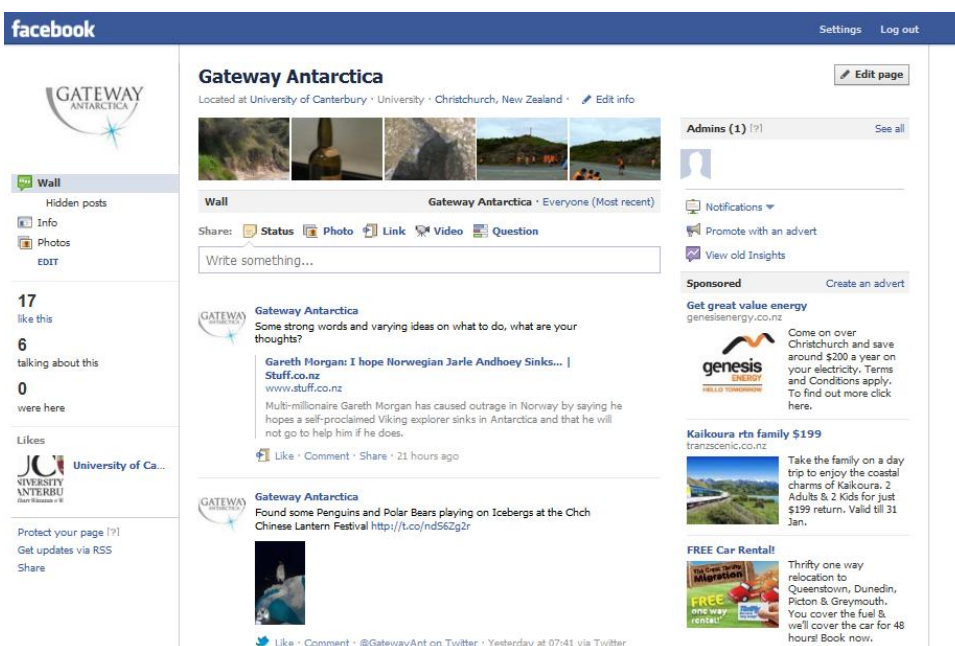


Figure 4 Screen shot of the top of Gateway Antarctica's Main Page.



**Figure 5** Screen shot of some more of Gateway Antarctica's Main Page.

You can see in this picture that I have up loaded some of my photos of our course. This is so they can see what we got up to and to give them idea of what it would be like to take part in the course. You will also see a couple of linked Twitter feeds, which I will address later. There is also an information page that provides more detail on Gateway Antarctica and its Mission and PCAS along with contact details and a link to their website.



**Figure 6** Scree shot of Gateway Antarctica's Information page.



## 6.2 Facebook Advertising

The Facebook page that I have set up is a basic version. This is because to upgrade it I would need access to the University's server, but you can easily do this with the help of the ICT department. In order to gain followers outside of current PCAS students I ordered some Facebook advertising, I paid \$30 for this advertising. This means that on the side of some people's Facebook page a little ad appears and invites them to find out more, an example of the advert on the side of someone's page is below. The advert has 25,220 targeted users: who live in New Zealand, between the ages of 18 and 35 inclusive, who like #Antarctica, #Snow or #University, who are not already connected to Gateway Antarctica. More or less parameters can be set and the advert can be upgraded, but this is a good starting point.



**Figure 7** Example of the advert that is visible on Facebook pages.

During the first week of advertising there was a campaign reach of 5,617 people, this is the number of people who saw the advert on their page. They saw it at frequency of 4.9 times, this is how many times each person saw the advert. The social reach is the people who saw the advert with their friends name attached to the page saying that they like Gateway Antarctica, this was 31. Gateway got 9 connections from these adverts that are people who saw the advert and liked Gateway Antarctica within 24 hours. The advert also had 22 clicks which indicated the number of people who acknowledged the advert and looked at Gateway Antarctica's page. As these results are only from the first week of advertising and the page is still basic I think these are good start-up figures. Currently Gateway Antarctica has 17 people who "like" them, but only 9 of these have come from the advert which means that another 18 people have found the page in other ways, either by searching for it or seeing that their friends have also liked it. Numbers have since increased.

### 6.3 Current and Future Facebook use

Currently showing on Gateway Antarctica's wall are news articles, tweets, pictures, videos and comments from people. The goal of a page like this is to be as interactive with their fans as possible. Facebook says the Principles of a Great Social Experience is to utilise personal information and connections, show social context spread throughout the site and to make it easy to share and give feedback. (Fisher, 2011) Talk with them; find out what interests them, what they expect from you. This can be difficult to do especially while the page is still in its basic form, but already there are some people commenting on things. Once the page has been upgraded you can add events to the page and invite your fans to attend. New tabs can be created so people can see who work at Gateway and read up on their research. More information on how to upgrade the Facebook is provided in the appendix.

## 7.0 Twitter

Twitter is a social networking and micro blogging service that enables its users to send and read text-based messages, 140 characters in length, called "tweets", to your friends, or "followers". (Inside CRM Editors) The service rapidly gained worldwide popularity, with over 300 million users as of 2011, generating over 300 million tweets and handling over 1.6 billion search queries per day. It has been described as "the SMS of the Internet." (Twitter Engineering, 2011)

### 7.1 Gateway Antarctica on Twitter

In order to gain some more followers from a mixture of people and businesses a Twitter account has been set up under the name Gateway Antarctica. <https://twitter.com/#!/GatewayAnt> This is with the aim of providing “Interesting, Fun, Facts and News Items relating to Antarctica and Gateway Antarctica based at the University of Canterbury”. Photos and videos can also be uploaded here. On Twitter it is easier to gain followers if you are funny and/or interesting. Again the key is to be fun, engaging and to interact with your followers.



Figure 8 Gateway Antarctica's Twitter landing page.

All tweets that are made here are automatically uploaded to Gateway's Facebook page. This works well to link them together and people can follow them in both places and means you can interact with more people and provide you with more information from like-minded places.

## 8.0 Events around Campus

Although Gateway Antarctica is located on campus at the University of Canterbury not many of the students know that it is there and what it offers. While most students are aware that there is a 100 level summer paper that is about the extent of their knowledge. There are many ways that Gateway Antarctica can get word out around campus and to get students involved and interested.

### 8.1 O' Week and Re-O' Week

It was too late to book anything to create an event for O' Week but there are other times of the year to hold events. Re-O' Week is at the beginning of second semester and there are just as many chances to hold events then, the benefit of holding events at this time of year is that students are starting to think about what they are going to do for the summer and a great time to present them with the choice of Antarctic courses.

Gateway Antarctica can hold competitions for the students around campus at lunchtimes. With the help of Antarctica New Zealand you can hold a time trial around campus while dressed in ECW clothing or relay races towing weighted sledges across C-Block lawn. Event like these can draw a lot of attention as people will stop to watch during lunch and people will be willing to join in for a bit of a laugh and a good prize.

### 8.2 Student Society

Starting a student club or society is a great way to get students involved in Antarctic issues. A good way to do this is by starting a student section of the New Zealand Antarctic Society. By joining with the Society it gives the students a chance to take part in the events held by the Society and events around Christchurch. It will let the students met others who are interested in Antarctica and those working and researching Antarctic fields. Setting up a stall during Clubs day is the best way to gain new members; this can be arranged through the University of Canterbury Students Association (UCSA).

### 8.3 Winterlude and other UCSA events

In talking with the UCSA they are keen to have Gateway Antarctica to be a part of the Winterlude Festival, especially with the fashion show. Winterlude is not only just an extremely complex and clever combination of the words winter and interlude but is our kick off to semester 2, a two-week-long event extravaganza. In 2011 there were 42 events in 14 days which ranged from Drive in Movies to Confession Booths, Piñatas to Fashion Shows. (UCSA) What in particular has not been decided yet but Sarah in events has been talking with me about some great ideas and ways to sponsor or be a part of the festivities.

### 8.4 Other Events

One of Gateway Antarctica's desires is to get more people interested in Antarctica and to study and conduct new leading research. If students are unaware of this as a choice then they will contemplate other options. Gateway Antarctica can attend job fairs at High Schools and towns as well as Universities. The benefit of attending job fairs is to help those that don't know what they want to do and give them a new exciting option. Going to job fairs at high schools gives you the chance to influence the next generation of New Zealanders. You can get them excited in what Gateway and University of Canterbury can offer them and how they can spend their time studying the amazingness of Antarctica and the Southern Ocean. University job fairs can offer the students the same thing, but it shows how they can go from their undergraduate degree and no matter what it was in how they can then use their background towards postgraduate qualifications.

## 9.0 Conclusion

Currently New Zealanders under the age of 35 years don't know much about Antarctic issues or how Antarctica and the Southern Ocean affect them. Gateway Antarctica is the centre for Antarctic studies and research at the University of Canterbury. It leads the world in Antarctic and Southern Ocean research across a range of disciplines as well as providing world class courses and graduate programmes. However most of the students at the University of Canterbury are unaware of them and what they can offer.

To help rectify this Facebook and Twitter accounts have been set up. The aim of this is to help get information out about Antarctica especially to younger generations of New Zealanders and this is how they find out information. It is also to help get Gateway Antarctica's name out there, so people know who they are and what they do.

Around University of Canterbury several events and plans have been made so that more students know about Gateway Antarctica and know what courses are offered to them. Most of these events are planned along with the UCSA.

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## 11.0 Appendix

### Appendix 1

#### 50 Social Sites That Every Business Needs a Presence on

By Inside CRM Editors <http://www.focus.com/fyi/50-social-sites-every-business-needs-presence/>

If your business limits its online presence to advertising banners and blogging, it's missing out. The Internet provides powerful networking opportunities that allow users to effectively target their audience by logging on to social sites like LinkedIn, Digg and more. Take advantage of these tools by asserting your company's presence online and reaching more potential customers, business partners and employees.

#### Social-Media/Social-Bookmarking Sites

Share your favourite sites on the Web with potential clients and business partners by commenting on, uploading and ranking different newsworthy articles. You can also create a member profile that directs traffic back to your company's Web site.

1. [Reddit](#): Upload stories and articles on reddit to drive traffic to your site or blog. Submit items often so that you'll gain a more loyal following and increase your presence on the site.
2. [Digg](#): Digg has a huge following online because of its optimum usability. Visitors can submit and browse articles in categories like technology, business, entertainment, sports and more.
3. [Del.icio.us](#): Social bookmark your way to better business with sites like del.icio.us, which invite users to organize and publicize interesting items through tagging and networking.
4. [StumbleUpon](#): You'll open your online presence up to a whole new audience just by adding the StumbleUpon toolbar to your browser and "channel surf[ing] the Web. You'll "connect with friends and share your discoveries," as well as "meet people that have similar interests."
5. [Technorati](#): If you want to increase your blog's readership, consider registering it with Technorati, a network of blogs and writers that lists top stories in categories like Business, Entertainment and Technology.
6. [Ning](#): After hanging around the same social networks for a while, you may feel inspired to create your own, where you can bring together clients, vendors, customers and co-workers in a confidential, secure corner of the Web. Ning lets users design free social networks that they can share with anyone.
7. [Squidoo](#): According to Squidoo, "everyone's an expert on something. Share your knowledge!" Share your industry's secrets by answering questions and designing a profile page to help other members.



8. [Furl](#): Make Furl "your personal Web file" by bookmarking great sites and sharing them with other users by recommending links, commenting on articles and utilizing other fantastic features.
9. [Tubearoo](#): This video network works like other social-bookmarking sites, except that it focuses on uploaded videos. Businesses can create and upload tutorials, commentaries and interviews with industry insiders to promote their own services.
10. [WikiHow](#): Create a how-to guide or tutorial on wikiHow to share your company's services with the public for free.
11. [YouTube](#): From the fashion industry to Capitol Hill, everyone has a video floating around on YouTube. Shoot a behind-the-scenes video from your company's latest commercial or event to give customers and clients an idea of what you do each day.
12. [Ma.gnolia](#): Share your favorite sites with friends, colleagues and clients by organizing your bookmarks with Ma.gnolia. Clients will appreciate both your Internet-savviness and your ability to stay current and organized.

### **Professional-Networking Sites**

Sign up with these online networking communities as a company or as an individual to take advantage of recruiting opportunities, cross-promotional events and more.

1. [LinkedIn](#): LinkedIn is a popular networking site where alumni, business associates, recent graduates and other professionals connect online.
2. [Ecademy](#): Ecademy prides itself on "connecting business people" through its online network, blog and message-board chats, as well as its premier BlackStar membership program, which awards exclusive benefits.
3. [Focus](#): Focus is a business destination where business professionals can help each other with their purchase and other business decisions by accessing research and peer expertise. Most importantly, Focus provides open, quality information for all businesses that is freely available, easily accessible, and community powered.
4. [YorZ](#): This networking site doubles as a job site. Members can post openings for free to attract quality candidates.
5. [Xing](#): An account with networking site Xing can "open doors to thousands of companies." Use the professional contact manager to organize your new friends and colleagues, and take advantage of the Business Accelerator application to "find experts at the click of a button, market yourself in a professional context [and] open up new sales channels."

6. [Facebook](#): [Facebook](#) is no longer just for college kids who want to post their party pics. Businesses vie for advertising opportunities, event promotion and more on this social-networking site.
7. [Care2](#): Care2 isn't just a networking community for professionals: It's touted as "the global network for organizations and people who Care2 make a difference." If your business is making efforts to go green, let others know by becoming a presence on this site.
8. [Gather](#): This networking community is made up of members who think. Browse categories concerning books, health, money, news and more to ignite discussions on politics, business and entertainment. This will help your company tap into its target audience and find out what they want.
9. [MEETin.org](#): Once you've acquired a group of contacts in your city by networking on MEETin.org, organize an event so that you can meet face-to-face.
10. [Tribe](#): Cities like Philadelphia, Boston, San Francisco, New York and Chicago have unique online communities on tribe. Users can search for favourite restaurants, events, clubs and more.
11. [Ziggs](#): Ziggs is "organizing and connecting people in a professional way." Join groups and make contacts through your Ziggs account to increase your company's presence online and further your own personal career.
12. [Plaxo](#): Join Plaxo to organize your contacts and stay updated with feeds from Digg, Amazon.com, del.icio.us and more.
13. [NetParty](#): If you want to attract young professionals in cities like Boston, Dallas, Phoenix, Las Vegas and Orlando Fla., create an account with the networking site NetParty. You'll be able to connect with qualified, up-and-coming professionals online, then meet them at a real-life happy-hour event where you can pass out business cards, pitch new job openings and more.
14. [Networking For Professionals](#): Networking For Professionals is another online community that combines the Internet with special events in the real world. Post photos, videos, résumés and clips on your online profile while you meet new business contacts.

### **Niche Social-Media Sites**

Consider linking up with one of these social-media sites to narrow down your business's target audience. You'll find other professionals, enthusiasts and consumers who are most likely already interested in what your company has to offer.

1. [Pixel Groovy](#): Web workers will love Pixel Groovy, an open-source site that lets members submit and rate tutorials for Web 2.0, email and online-marketing issues.

2. [Mixx](#): Mixx prides itself on being "your link to the Web content that really matters." Submit and rate stories, photos and news to drive traffic to your own site. You'll also meet others with similar interests.
3. [Tweako](#): Gadget-minded computer geeks can network with each other on Tweako, a site that promotes information sharing for the technologically savvy.
4. [Small Business Brief](#): When members post entrepreneur-related articles, a photo and a link to their profile appear, gaining you valuable exposure and legitimacy online.
5. [Sphinn](#): Sphinn is an online forum and networking site for the Internet marketing crowd. Upload articles and guides from your blog to create interest in your own company or connect with other professionals for form new contacts.
6. [BuzzFlash.net](#): This one-stop news resource is great for businesses that want to contribute articles on a variety of subjects, from the environment to politics to health.
7. [HubSpot](#): HubSpot is another news site aimed at connecting business professionals.
8. [SEO TAGG](#): Stay on top of news from the Web marketing and SEO (search-engine optimization) industries by becoming an active member of this online community.

### **General Social-Media Sites**

The following social-media sites provide excellent [opportunities](#) for businesses to advertise; promote specials, events or services; and feature published, knowledgeable employees.

1. [Wikipedia](#): Besides creating your own business reference page on Wikipedia, you can connect with other users on Wikipedia's [Community Portal](#) and at the village pump, where you'll find conscientious professionals enthusiastic about news, business, research and more.
2. [Newsvine](#): Feature top employees by uploading their articles, studies or other news-related items to this site. A free account will also get you your own column and access to the Newsvine community.
3. [43 Things](#): This site bills itself as "the world's most popular online goal setting community." By publicizing your company's goals and ambitions, you'll gain a following of customers, investors and promoters who cheer you on as you achieve success.
4. [Wetpaint](#): If you're tired of blogs and generic Web sites, create your own wiki with Wetpaint to reach your audience and increase your company's presence online. You can easily organize articles, contact information, photos and other information to promote your business.

5. [Twitter](#): Is a social networking and microblogging service that allows you answer the question, "What are you doing?" by sending short text messages 140 characters in length, called "tweets", to your friends, or "followers."
6. [Yahoo! Answers](#): Start fielding Yahoo! users' questions with this social-media Q&A service. Search for questions in your particular areas of expertise by clicking categories like Business & Finance, Health, News & Events and more. If you continue to dole out useful advice and link your answer to your company's Web page, you'll quickly gain a new following of curious customers.

### **Job Sites**

If you want to secure high-quality talent during your company's next hiring spree, you'll need to maintain a strong presence on popular job sites like the ones listed below.

1. [CareerBuilder.com](#): Reach millions of candidates by posting jobs on this must-visit site.
2. [The Wall Street Journal's CareerJournal](#): The Wall Street Journal's CareerJournal attracts well-educated professionals who are at the top of their game. Post a job or search résumés here.
3. [CollegeRecruiter.com](#): If your firm wants to hire promising entry-level employees, check CollegeRecuriter.com for candidates with college degrees.
4. [Monster](#): Post often to separate your business from all the other big companies that use this site to advertise job openings.
5. [Sologig](#): Top freelancers and contractors post résumés and look for work on this popular site.
6. [AllFreelance.com](#): This site "offers self-employed small business owners links to freelance & work at home job boards, self-promotion tips" and more.
7. [Freelance Switch Job Listings](#): Freelance Switch is the freelancer's online mecca and boasts articles, resource toolboxes, valuable tips and a job board.
8. [GoFreelance](#): Employers looking to boost their vendor base should check GoFreelance for professionals in the writing, design, editing and Web industries.
9. [Yahoo! Hot Jobs](#): This site is often one of the first places that job seekers visit. Post open opportunities and check out informative articles and guides to gain insight on the hiring and interviewing process.
10. [Guru.com](#): Build your company's repertoire with top freelancing professionals by advertising projects on this site, otherwise known as "the world's largest online service marketplace."

## Appendix 2 Information provided by Facebook on how to upgrade a page.

<https://developers.facebook.com/docs/sdks/>

### SDKs & Tools

#### [JavaScript SDK](#)

The JavaScript SDK enables you to access all of the features of the Graph API and Dialogs via JavaScript. It provides a rich set of client-side functionality for authentication and rendering the XFBML versions of our Social Plugins.

#### [PHP SDK](#)

This SDK provides Facebook Platform support to your PHP-based web apps. This library helps you add Facebook Login and Graph API support to your Website.

#### [iOS SDK \(iPhone & iPad\)](#)

The iOS SDK provides first-class Facebook Platform support for iPhone, iPad and iPod Touch apps written in Objective-C. You can utilize single-sign-on, call the Graph API and display Platform Dialogs. The SDK is open source and is available on [GitHub](#).

#### [Android SDK](#)

Our Android SDK brings the Facebook Platform to the Android Platform (mobile & devices). You can use this SDK to add single-sign-on to your Android apps, invoke the Graph API and more. The SDK is open source and is available on [GitHub](#).

#### [Tools](#)

We provide a variety of development tools that you can use to develop, test and monitor your app.

#### [Report Documentation Bug](#)

Updated about 5 months ago.

<https://developers.facebook.com/blog/post/541/> has video too



#### [Social Design Guidelines to help you build great social experiences](#)

By [Eric Fisher](#) - Wednesday, 17 August 2011 at 06:49

Social design is quickly becoming the norm for any successful app. However, we haven't yet emphasized why understanding social design is important and how to implement social design in your apps. Today we have published the [Social Design Guidelines](#) on our Developer Site to help you understand why you should build great social experiences as well as how to use Facebook Platform effectively to create them.

Social design is a product strategy that builds upon [users' trusted communities](#), [encourages conversation](#) between them and ultimately creates a stronger [sense of identity](#) for everyone. By putting people at the center of the Web, more and more experiences that naturally happen in the real world are starting to happen online. As we design new products, we should take into account existing social truths, thinking carefully about the identities and respective communities we affect and building the best conversation tools for them.

We will continue to [develop these guidelines](#) over time, build new features on Facebook Platform to help enable great social experiences, as well as publish related [How-Tos](#) to help you understand these principles as they apply to specific product verticals. We welcome and encourage your feedback.

<http://developers.facebook.com/docs/insights/>

## Insights

[SDKs & Tools](#) > [Tools](#) > [Insights](#)

Facebook Insights provides Facebook Platform developers and Facebook Page owners with metrics around their content. By understanding and analyzing trends within user growth and demographics, consumption of content, and creation of content, Page owners and Platform developers are better equipped to improve their business and create better experiences on Facebook.

To see metrics on your Facebook Page or Platform app, go to the [Insights Dashboard](#). Only Page administrators, app owners, and domain administrators can view Insights data for the properties they own or administer. To view comprehensive Insights on your specific Page, Platform app or website, click on the corresponding item on the left navigation bar. Developers that need to access this data programmatically can access Insights through the Graph API [Insights object](#) and [Insights FQL table](#).

## Domain Insights

Facebook Insights for Domains offers a consolidated view of key metrics for any website, even those that have not implemented Facebook Platform. For example, if a user links to your site in their Facebook status message, that data is included in the analytics for your domain. You can access sharing metrics and demographic information per domain and per URL so you can optimize your content for sharing and better tailor your content to your audience.

## Claiming a Domain

To see Insights for your website, you must first claim your domain by associating it with a Facebook page or app that you manage, or with your Facebook user account. To do this

- Click on the green "Insights for your Domain" link from the [Insights Dashboard](#).
- Type in your domain address into the text box and select the user, page or app account to link it with. If you need to provide access to a single user, then select user ID. If you need to provide access to multiple users then you should create and select a Facebook Page or app. All administrators of the Page or app will have access to Insights for the site, and removing a user as an administrator of the page or app will revoke their access to the site's Insights.
- Now copy the meta tag provided in the window and add it to the root of your web page. Website owners must add a verification metatag to the <head> section of the root webpage of a domain. If your site utilizes subdomains, the root file of each subdomain must be claimed separately.
- Finally click 'Check Domain'. Once checked, your claimed domain will appear on the left side navigation bar under the "domains" section.

Insights for your Domain

Domains

Get Insights for your Domain

Add a meta tag to your webpage

Gain access to insights for your domain by adding a fb:admins or fb:app\_id meta tag to your root webpage, linking it to a page, application or your personal account.

Domain:

Link With: (You)

<meta property="fb:admins" content="5610208" />

Pages

Check Domain

Cancel

The following are the meta tags to add to your website and correspond with the access privileges granted to an individual user or admins for an app:

```
<meta property="fb:admins" content="user_id" />
```

```
<meta property="fb:app_id" content="your_app_id" />
```

### App Insights

Use Insights for your app to track how users are interacting with your app to build the best possible experience for your users. For app administrators, Insights includes feedback for stream stories, referral traffic to your app, a breakdown of what user actions contribute to active user count, demographics on authorized users and active users, and the number of times permissions are prompted and granted.

In addition, it provides diagnostics for your app so that you can track API errors as well as get access to allocations and throttling information.

You can access Insights for your app directly through the [Insights Dashboard](#) or by selecting your app in the [developer app](#) and clicking the "insights" link

### Page Insights

If you administer a Facebook Page or have integrated the [Open Graph protocol](#) into your Web pages, you can see analytics for referral traffic and stream stories in the Insights dashboard, as well as tab views for your Facebook Pages. Insights will capture engagement with Pages regardless of whether an action was taken on or off Facebook.

**Users** [See Details](#)

Monthly Active Users

**666,866** ▲ 2%

Daily New Likes

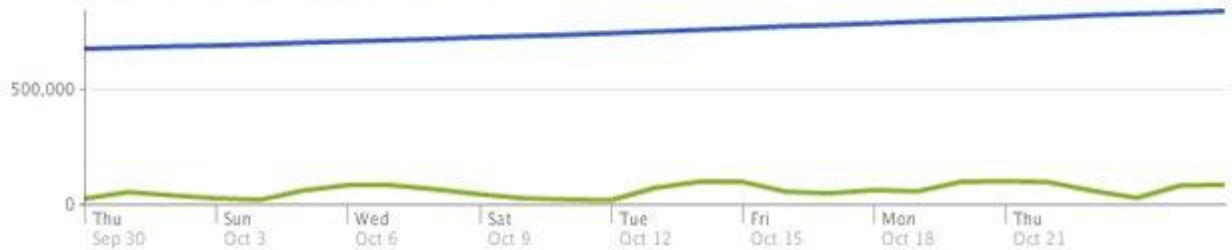
**8,882** ▲ 5.5%

Total Likes

**836,885** ▲ 0.85%

☒ Lifetime Total Likes

☒ Daily Active Users



**Interactions** [See Details](#)

Daily Post Views

**914,168** ▼ 2.9%

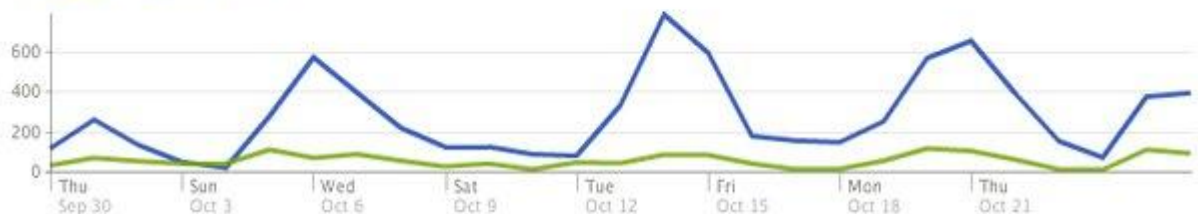
Daily Post Feedback

**146** ▼ 55%

Page Content Feedback?

☒ Likes

☒ Comments



## Exporting Content

### Dashboard Export

The [Insights Dashboard](#) allows you to export all data for your app, page or domain into a .CSV or Excel file. To do this click on the button 'Export' on the top left corner of your Insights Dashboard for any app, page or domain. The export dialog also allows you to specify a date range for which you wish to see the data.

Export Insights Data

Excel (XLS)

Comma-Separated (CSV)

Start Time:

7/28/2010

End Time:

Today

Learn how to sync data with Excel 2010

Download

Cancel



## API

Beyond the Insights Dashboard, developers can use the [Graph API](#) or [FQL tables](#) to access additional data about their Page, app, or domain. To help you get started, we built a [sample Insights app](#) for you to download.

## FAQs

### **How long does it take Facebook to process and display Insights data?**

The data that you access through Insights is at most 48 hours old. In the event of a delay, we will announce it on [Platform Live Status](#).

### **What time zone are your metrics based on?**

All daily, weekly and monthly Insights data are aggregated according to PDT (Pacific Daylight Time).

### **Is there a minimum number of users to see Insights for Pages?**

Yes. For user privacy reasons, Insights are only provided to Pages with greater than 30 users who like that Page.

### **What is an "active user"?**

For apps, people are considered active users if, having granted the app permissions, they visited the app Canvas Page; viewed the app on a Page profile tab; visited an external website when logged into that site with their Facebook account; or had the Facebook API called on their behalf with an active user session. Visits to your app by users who have not granted permissions to your app are not considered 'active users' but are counted in other metrics such as impression data. For Pages, people are considered active users if they have visited the Page; viewed a post by the Page; or interacted with a post.

### **What geographic and demographic data is available?**

Facebook Insights provides the ability to see geographic and demographic data for people that have Liked a Page or installed an app. Location data is based on the geographic location of each person as determined by their browser IP address and is limited to the top 20 countries and cities. All other demographic information is aggregated and non-personally identifiable.

### **I am a Page administrator. Why am I not able to see Insights for my Page?**

Insights are only available to pages which are liked by at least 30 people. Insights will start showing up for your page once your page has 30 users who like it.

### **Why does the count next to my Like Button not match what I see in Insights?**

The count next to the Like Button represents the sum of Like Button clicks, News Feed likes, News Feed comments, and shares on Facebook.

[https://www.facebook.com/FacebookPages?v=app\\_7146470109](https://www.facebook.com/FacebookPages?v=app_7146470109)

<https://developers.facebook.com/docs/reference/plugins/like/>

## Like Button

[Core Concepts](#) › [Social Plugins](#) › [Like Button](#)

The Like button lets a user share your content with friends on Facebook. When the user clicks the Like button on your site, a story appears in the user's friends' News Feed with a link back to your website.

When your Web page represents a real-world entity, things like movies, sports teams, celebrities, and restaurants, use the [Open Graph protocol](#) to specify information about the entity. If you include Open Graph tags

on your Web page, your page becomes equivalent to a Facebook page. This means when a user clicks a Like button on your page, a connection is made between your page and the user. Your page will appear in the "Likes and Interests" section of the user's profile, and you have the ability to publish updates to the user. Your page will show up in same places that Facebook pages show up around the site (e.g. search), and you can target ads to people who like your content. **Note:** The count on the Like button will include all likes and shares whereas the like connection on the [Graph API](#) includes only the number of likes for the object.

There are two Like button implementations: XFBML and IFrame. The XFBML (also available in HTML5-compliant markup) version is more versatile, but requires use of the [JavaScript SDK](#). The XFBML dynamically re-sizes its height according to whether there are profile pictures to display, gives you the ability (through the Javascript library) to listen for like events so that you know in real time when a user clicks the Like button, and it always gives the user the ability to add an optional comment to the like. If users do add a comment, the story published back to Facebook is given more prominence.

To get started, just use the configurator below to get code to add to your site.

### Step 1 - Get Like Button Code

URL to Like [\(?\)](#)

Send Button (XFBML Only) [\(?\)](#)

☒

Send Button

Layout Style [\(?\)](#)

[standard](#)

Width [\(?\)](#)

Show Faces [\(?\)](#)

☒

Show faces

Verb to display [\(?\)](#)

[like](#)

Color Scheme [\(?\)](#)

[light](#)

Font [\(?\)](#)

[Get Code](#)

### Attributes

- href - the URL to like. The XFBML version defaults to the current page.
- send - specifies whether to include a [Send button](#) with the Like button. This only works with the XFBML version.
- layout - there are three options.
  - standard - displays social text to the right of the button and friends' profile photos below.  
Minimum width: 225 pixels. Minimum increases by 40px if action is 'recommend' by and

increases by 60px if send is 'true'. Default width: 450 pixels. Height: 35 pixels (without photos) or 80 pixels (with photos).

- button\_count - displays the total number of likes to the right of the button. Minimum width: 90 pixels. Default width: 90 pixels. Height: 20 pixels.
- box\_count - displays the total number of likes above the button. Minimum width: 55 pixels. Default width: 55 pixels. Height: 65 pixels.
- show\_faces - specifies whether to display profile photos below the button (standard layout only)
- width - the width of the Like button.
- action - the verb to display on the button. Options: 'like', 'recommend'
- font - the font to display in the button. Options: 'arial', 'lucida grande', 'segoe ui', 'tahoma', 'trebuchet ms', 'verdana'
- colorscheme - the color scheme for the like button. Options: 'light', 'dark'
- ref - a label for tracking referrals; must be less than 50 characters and can contain alphanumeric characters and some punctuation (currently +/=-.:\_). The ref attribute causes two parameters to be added to the referrer URL when a user clicks a link from a stream story about a Like action:
  - fb\_ref - the ref parameter
  - fb\_source - the stream type ('home', 'profile', 'search', 'ticker', 'tickerdialog' or 'other') in which the click occurred and the story type ('online' or 'multiline'), concatenated with an underscore.

## Step 2 - Get Open Graph Tags

Title (?)

Type (?)

URL (?)

Image (?)

Site name (?)

Admin (?)

[Get Tags](#)

## Open Graph Tags

Open Graph tags are <meta> tags that you add to the <head> of your website to describe the entity your page represents, whether it is a band, restaurant, blog, or something else.

An Open Graph tag looks like this:

```
<meta property="og:tag name" content="tag value"/>
```

If you use Open Graph tags, the following six are required:

- og:title - The title of the entity.

- og:type - The type of entity. You must select a type from the list of [Open Graph types](#).
- og:image - The URL to an image that represents the entity. Images must be at least 50 pixels by 50 pixels. Square images work best, but you are allowed to use images up to three times as wide as they are tall.
- og:url - The canonical, permanent URL of the page representing the entity. When you use Open Graph tags, the Like button posts a link to the og:url instead of the URL in the Like button code.
- og:site\_name - A human-readable name for your site, e.g., "IMDb".
- fb:admins or fb:app\_id - A comma-separated list of either the Facebook IDs of page administrators or a Facebook Platform application ID. At a minimum, include only your own Facebook ID.

More information on Open Graph tags and details on Administering your page can be found on the [Open Graph protocol documentation](#).

## FAQ

### How do I know when a user clicks a Like button?

If you are using the XFBML version of the button, you can subscribe to the 'edge.create' event through [FB.Event.subscribe](#).

### When will users have the option to add a comment to the like?

If you are using the XFBML version of the Like button, users will always have the option to add a comment. If you are using the Iframe version of the button, users will have the option to comments if you are using the 'standard' layout with a width of at least 400 pixels. If users do add a comment, the story published back to Facebook is given more prominence.

### What analytics are available about the Like button?

If you visit [facebook.com/insights](#) and register your domain, you can see the number of likes on your domain each day and the demographics of who is clicking the Like button.

### Can I link the Like button to my Facebook page?

Yes. Simply specify the URL of your Facebook page in the href parameter of the button.

### What is the best way to know which Like button on my page generated the traffic?

Add the 'ref' parameter to the plugin (see "Attributes" above).

Examples:

```
<fb:like ref="top_left"></fb:like>
```

```
<iframe src="...&ref=top_left"></iframe>
```

When a user clicks a link back to your website, we will pass back both the ref value as a fb\_ref parameter and the fb\_source parameter in the referrer URL. Example:

```
http://www.facebook.com/l.php?fb_ref=top_left&fb_source=profile_online
```

Aggregated stream stories contain all ref parameters, concatenated with commas.

### When does Facebook scrape my page?

Facebook needs to scrape your page to know how to display it around the site.

Facebook scrapes your page every 24 hours to ensure the properties are up to date. The page is also scraped when an admin for the Open Graph page clicks the Like button and when the URL is entered into the [Facebook URL Linter](#). Facebook observes cache headers on your URLs - it will look at "Expires" and "Cache-Control" in

order of preference. However, even if you specify a longer time, Facebook will scrape your page every 24 hours.

The user agent of the scraper is: "facebookexternalhit/1.1 (+http://www.facebook.com/externalhit\_uatext.php)"

### **How do I display the Like button in different languages?**

If you are using the XFBML version include the language code when you instantiate the library. Replace 'en\_US' in this line with the correct locale code:

```
//connect.facebook.net/en_US/all.js';
```

If you are using the IFrame version include a locale parameter with the proper country code in the src URL.

Example:

```
src="http://www.facebook.com/plugins/like.php?locale=fr_FR&..."
```

You may need to adjust the width of the Like button to accommodate different languages.

### **What makes up the number shown on my Like button?**

The number shown is the sum of:

- The number of likes of this URL
- The number of shares of this URL (this includes copy/pasting a link back to Facebook)
- The number of likes and comments on stories on Facebook about this URL
- The number of inbox messages containing this URL as an attachment.

### **What happened to the old Share button?**

We deprecated the Share Button when we launched the Like button, because the Like button improves clickthrough rates by allowing users to connect with one click, and by allowing them to see which of their friends have already connected. For reference, the Share button documentation is still available [here](#).

### **When I click the Like button, the popup window (or "flyout") doesn't show. Why?**

If the Like button is placed near the edge of an HTML element with the overflow property set to hidden, the flyout may be clipped or completely hidden when the button is clicked. This can be remedied by setting the overflow property to a value other than hidden, such as visible, scroll, or auto.

<https://developers.facebook.com/blog/post/462/>

### **Developer blog**



### **Introducing iframe Tabs for Pages**

By [Nikolay Valtchanov](#) - Friday, 11 February 2011 at 09:00

Today [we announced](#) major updates to Facebook Pages to help Page admins manage communications, express their brands, and increase engagement. As part of these changes, we are also updating the model for building apps on Pages.

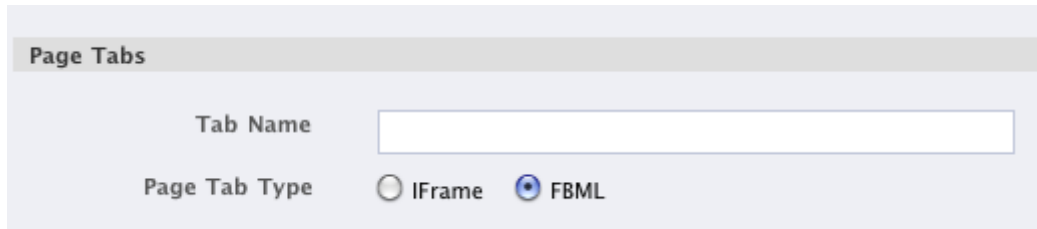
### **Using iframes in Page Tabs**

Many useful applications have been built for Facebook Pages like [BandPage](#) for artists to share their music with fans and [Shop Now](#) to help Pages sell merchandise on Facebook. As of today, you can build your Page Tab apps

using iframes rather than FBML. This means you can now build apps that run across Facebook (including Pages and Canvas applications) using the same simple, standards-based web programming model (HTML, JavaScript, and CSS). In addition, you can easily integrate [social plugins](#) and the [Graph API](#) within your tab.

### How to Add an iframe Page Tab

Enable iframes by editing the Facebook Integration settings on the [Developer App](#):



Specify a **Tab Name** and a **Tab URL** that is loaded when the user selects your Tab on a given Facebook Page. Finally, to add the app to a Page, an admin of the Facebook Page must navigate to your app's Profile Page and select "Add to my Page." You can see step by step instructions in [our guide](#).

### Updated [signed request](#)

When a user lands on the Facebook Page, she will see your Page Tab added in the left-hand menu. When a user selects your app in the left-hand menu, the app will receive the [signed request](#) parameter with one additional parameter, page, a JSON array which contains the 'id' of the Facebook Page your Tab is hosted within, a boolean ('liked') indicating whether or not a user has liked the Page, and a boolean ('admin') indicating whether or not the user is an 'admin' of the Page along with the user info array. If a user has authorized your application, the signed request will also contain an access token and the user id for the current viewing user so you can personalize your application for them.

In addition, your application will also receive a string parameter called app\_data as part of signed\_request if an app\_data parameter was set in the original query string in the URL your tab is loaded on. For the Shop Now link above, that could look like this:

"http://www.facebook.com/MollySimsOfficial?v=app\_135607783795&app\_data=any\_string\_here". You can use that to customize the content you render if you control the generation of the link.

```
{
  "algorithm":"HMAC-SHA256",
  "expires":1297328400,
  "issued_at":1297322606,
  "oauth_token":"OAUTH_TOKEN",
  "app_data":"any_string_here",
  "page":{
    "id":119132324783475,
    "liked":true,
    "admin":true
  },
  "user":{
    "country":"us",
    "locale":"en_US"
```

```
},  
"user_id":"USER_ID"  
}
```

### Policy Revisions

We've also revised our [Platform and Page policies](#) to ensure that apps on Page Tabs maintain a high quality user experience and do not share information between Pages.

### FBML Roadmap

With our recent launch of [Requests](#) and the support for iframe on Pages Tabs, we are now ready to move forward with our previously [announced plans](#) to deprecate FBML and FBJS as a primary technology for building apps on Facebook. On March 11, 2011, you will no longer be able to create new FBML apps and Pages will no longer be able to add the [Static FBML app](#). While all existing apps on Pages using [FBML](#) or the [Static FBML app](#) will continue to work, we strongly recommend that these apps transition to iframes as soon as possible. Lastly, we want to be clear that our deprecation of FBML does not impact **XFBL**, such as the tags that support social plugins.

We are excited to see the new types of apps you build using iframes in Page Tabs. Please leave any comments or questions below.

<http://www.socialmediacharity.com/2011/03/create-facebook-iframe-tab-facebook-pages/>

### How to Create a Facebook Iframe Tab for your Page

March 13, 2011 in [Facebook](#)

Facebook have made a major change to the way you add tabs to your Facebook Page, FBML is out and now a much simpler system using good old iframe is the way forward.

This does take a little bit of setup but once you do iframes make it really easy to change the content in your Facebook tabs without having to know complex FBML (unless you want to!) It also means you can build more dynamic tabs because you can control everything from your web server rather than messing about inside an FBML box.

You can see an example on the [BullyingUK Facebook Page](#)

#### What you need:

- A Facebook page
- A web server (where your iframe content will be hosted)
- 20 – 30 minutes of your time

Ok lets begin by adding a Facebook App to your developer account, from now on Facebook wants everything to run via the developer dashboard and Facebook apps. This will make it easier for Facebook to police the system but also provides you with stats and other useful features.

Visit [facebook.com/developer](https://facebook.com/developer) and click on “Setup new App” on the top right.

Give your application a name and agree to the Facebook terms of service, on the next screen complete the CAPTCHA security question.

You will now be in your app admin screen, this is where you can configure a Facebook app for many purposes. Don't worry we only need to setup a few things in here most of it we can skip! On the About tab you should upload a 16×16 graphic this will appear as the icon on your Facebook Page tab (we will get to that later) for now upload a suitable image and then click on Facebook Integration.

**You need to add:**

**Canvas Page** – This is a unique name (word) on Facebook, that is used to access the app

**Canvas URL** - This is the path to your web server where your content is stored NOTE do not enter a file name like index.html

**Canvas Type** – You must set this to IFRAME

**Tab Name** – The Name of the Tab when it's added to your Facebook page

**Tab URL** - This is where you put Index.html or the filename of the html page on the web server you are putting in the IFRAME

Save the changes and then on the next screen we can go to your new Apps profile page and add the iframe tab to your Facebook Page.

Click on Application Profile Page and then look for a link down the left side called ADD TO MY PAGE you will get a popup which has all the pages you are an admin of, click the add to page button and you're done. Make sure you add it to your Facebook Page and not the App page you just created!

Now visit your Facebook page and you should have a new tab with the name you used during creation of your app above, click it and it should be pulling in the content you uploaded to your web server.

Now use your imagination and see what sort of tabs you can create for your Facebook page, if you can run it on your website you can run it on your Facebook page! If you want to add Facebook FBML or OpenGraph code to your iframe app you will need to make sure you have [setup your domain name within Facebook](#).